

## Overview

### A. Awareness and Intent to Participate

The Miles promotion appears to have momentum in awareness and conversation among Marlboro smokers.

- At least half of the men in our groups have seen the Retail displays, and recognize their prominence ("You can't miss them.")
- Some have seen the 2-pack/Poster display, and know it is a way to get started with extra Miles
- "Miles" is talked about in a way that suggests the term has already become familiar
- Friends and co-workers are talking about Miles ("If you're not saving the Miles, can I have your pack")
- Some of these men noted that "Miles" is a topic of conversation at bars

Marlboro smokers seem pleased to see their brand "doing something."

- The heightened visibility of this promotion is prompting Marlboro smokers to feel their brand is being more assertive
- The catalog is appreciated as, "Finally, Marlboro is doing something for their smokers," often expressed in the context of Camel's visibility and promotions

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